

## **D R A F T**

### **Meeting Minutes, 8/18/05**

#### **Committee for Citizen Involvement**

*CCI Members Present: Robert Cancelosi, Sue Carver, Basil Christopher, Teddi Duling, Bev Froude, Rick Parker, Bill Scheiderich, , Stacie Yost*

*CCI Members Absent: Brian Kelly, Trisha Swanson*

*Staff Present: Duane Roberts, Barbara Shields*

#### **1. Welcome and Introductions**

Duane Roberts called the meeting to order at 7:05 PM. Because of the agenda's crowdedness and the presence of three invited guests, Duane announced that the webpage live demonstration, item number six on the agenda, would be postponed until the next meeting.

#### **2. Approval of Minutes**

The CCI approved the minutes of the July 21, 2005, meeting as submitted.

#### **3. Election of Officers**

Duane informed the group that, as directed by the CCI last week, he had contacted all the CCI members individually regarding each person's interest in serving as a CCI officer. The outcome of this survey was that Basil and Rick each expressed a willingness to serve as either chair or vice chair, the two officer positions designated by the CCI at the last meeting. He concluded by asking the CCI how it wished to proceed in selecting officers or in matching the two candidates to the two offices. Committee discussion followed. Rick stated that because of his work, he anticipated missing some future CCI meetings. After further discussion, the CCI by general agreement selected Basil as chair and Rick as vice chair.

#### **4. Urban Renewal Outreach Concept Plan**

Barbara Shields, Tigard's Long Range Planning Manager, touched on the Downtown Urban Renewal (UR) Public Involvement Program. She highlighted the results of a recent telephone survey of 400 likely Tigard voters, conducted by a City-hired consultant. The survey indicated solid support for efforts to revitalize the traditional downtown area. At the same time, the results indicated a "lot of misunderstanding" about how decisions were arrived at with regard to the development of the *Downtown Improvement Plan*. She handed out an outline of the proposed public involvement outreach plan prepared by the consultant. The

concept plan is based on the urban renewal survey results and on two stakeholder brainstorming sessions. The plan is intended to ensure that "the right information is given out" about the Urban Renewal Plan. The UR plan will provide the financing for the physical accomplishment of the projects included in downtown plan. She asked the committee members to review the document and to contact Duane with any comments or suggestions.

## **5. Hispanic Outreach Panel Discussion**

Duane introduced the three panel members. They included Jay Ojeda, owner operator of 5th Sun Median - Events, Javier Meza-Perfecto, Woodburn Community Relations Officer, and Jose Gutierrez, St. Anthony's Hispanic Outreach Minister. Introductions around the room followed.

Duane commented that the purview of the CCI includes City communications and public involvement and that the Hispanic population appears to be the most underrepresented ethnic group in the community in these two areas. The purpose of the panel discussion is to allow the CCI to learn more about the Hispanic/Latino community in Tigard and to solicit ideas on how to improve the city's outreach efforts to this group.

Duane went on to give some background information on the Hispanic community in Tigard. Extrapolating from the 2000 Census, the current number of persons living in Tigard who identify themselves as Hispanic is approximately 5,000. This represents approximately 10% of the City's overall population and is the largest heritage group in the City. The City percentage of Hispanics doubled between the 1990 and 2000 census periods. Approximately, three-quarters of Tigard Hispanics identify their origin as Mexican. Overall, 35% of Hispanic households are classified as "linguistically isolated." This is defined as "all household members 14 and older have some difficulty with English.

Jay commented that Javier is the expert on outreach programs. He has developed a full range of such programs for Woodburn. Javier informed the group that he was hired by the City of Woodburn three years ago to serve as its Community Relations Officer. He indicated that the Woodburn community is 51% Hispanic. Among many other activities, he assists with the production of the city newsletter, which is published every three months. He distributed copies of past issues. Every story in the newsletter is bilingual. The content includes stories on what the various city "departments do for the community." The newsletter is in color and includes advertising. He commented that the newsletter is the best way to reach out to the community and to highlight the services and help available from the city. The stories are written by the city administration and translated into Spanish by Javier.

Another city-sponsored outreach program is free movies. These provide an opportunity for Spanish speakers to learn English. He distinguished between

Cinco De Mayo and Mexican Independence Day. The former celebrates the victory of Mexicans over the French army in 1862. It is far less important to Mexicans and to American's of Mexican descent than Independence Day. The City of Woodburn sponsors an annual Mexican Independence Day celebration event. "Everything is bilingual." People of "all heritages come to the celebration."

Javier commented that his office is located in the front entry of city hall, which adds to its visibility. The office provides a range of services, including providing job information and translating press releases and city ordinances into Spanish. The noise ordinance helps to avoid problems related to amplified sound. He also produces television spots on crime prevention, especially spots that help kids avoid drugs. A recent "mark your property" campaign to assist the police in identifying stolen goods was very successful. Another activity is participating in city council meetings as an interpreter. Javier also conducts interviews for city positions that require bilingual language skills.

The business community "helps a lot" in terms of supporting his outreach activities. One example is placing ads in the city newsletter. Another is providing free food for a recent downtown plaza dedication.

Javier noted that the main reasons for a lack of involvement in community affairs on the part of Hispanic community members generally are that they often hold "two or three jobs and lack a good education."

Jay mentioned that he has lived in Tigard for 12 years. He stated that his background includes working as a trade development officer for the State of Oregon and extensive media experience. His media experience includes working as a NBC TV producer. He currently operates a Hispanic events and entertainment website.

Jose stated that he moved to Oregon two years ago from California. He traveled for twelve years there doing missionary work with the Hispanic Community. He has worked as a Hispanic Outreach Minister the last three years, most recently at St. Anthony's. He estimates the actual number of Hispanics living in Tigard at 7-9,000, as opposed to the updated census number of 5,000. Jose commented that most Hispanics living in Tigard are Mexican. Other nationalities represented are Central American (5%), especially Guatemala, and South American (5%).

Tigard Hispanics are well-established in the community. Some 40 Hispanic-owned businesses are located in the City. They include restaurants, markets, and beauty salons. The Hispanic community is relatively young. As an illustration of this, Jose commented that he had not attended one funeral in the last three years. More and more parents are enrolling their children in Catholic schools. This shows that they want their children to have a better education and more opportunities.

It is a community with many young members who seven years from now will be teenagers. The time to reach these youngsters is now. The main needs of the Hispanic community are in the areas of education, safe housing, and police relations. How to build young people into responsible citizens who are accepted into and part of the larger community is the major challenge.

Jay commented that education and jobs are at the top of the list. With regard to improved City communications, he pointed out that "you cannot translate 'the message' directly from English to Spanish." Ongoing networking and an alliance of business and government leaders is an effective starting point for building better communications.

Barbara asked about the difference between the terms Hispanic and Latino. According to the panelists, Chicanos don't like to be called Hispanic. Latino is more all-inclusive than Hispanic. Jose noted that either name is acceptable. Both cover a range of different nationalities. Latino is offensive in some countries. Jay commented that Hispanic is more of a governmental term. It is more utilized by the government. Many "don't want to be labeled by the government." The two terms carry a lot of geographic and political implications. Latino is used more frequently in the English and Spanish languages by group members and is the term of choice.

Stacie asked Javier to whom the Woodburn newsletter was sent. Javier replied that it was sent to all households within the community. He mentioned that in Woodburn, many persons with little education in English or Spanish come to him seeking help. Stacie asked about the success of the movie program. Javier responded that announcements were sent to the local radio station and posters were put up in the library and city hall and that turnout has been "good".

Bev asked Javier if on-going English classes are available in Woodburn. Knowledge of conversational English helps in getting to know each other. She mentioned that her husband is in a nursing home where the workers are of all nationalities. The workers' English is hard to understand.

Javier mentioned that the community colleges offer ESL and cultural programs at no charge. The Mexican consulate also provides some programs. English language skills are needed to get citizenship.

Teddi noted that in Los Angeles tutors for adults are solicited "to come and sit one to one." These conversational English practice sessions often lead to friendships. Javier commented that senior programs for Hispanics are hard to find. The programs that are available provide valuable English conversation opportunities.

Jose noted that St. Anthony's is sponsoring a picnic for the whole parish on September 11th in Cook Park. The church offers mass in three languages (English, Spanish and Vietnamese). The picnic is an opportunity for the members of the three groups to get to know one another. The picnic is a "good way to build community." The church also offers ESL classes. At the same time, "more could be done."

Teddi asked how the church advertises its ESL offerings. Jose responded that he is not sure how this is done. He is new to the parish and the lady who manages the program has been on vacation. He receives calls from many parish members who want to learn English.

Javier noted that a Spanish-language radio station located in Dallas is a good way to reach the Woodburn Hispanic community and that the station is very cooperative in running public service announcements. Jay indicated that the Dallas station's signal doesn't reach this area. Other Spanish-language stations service this area.

Jay commented on the need for Hispanics to be on City boards and committees and to serve in elective office. This is the case in Woodburn. The reason is that the community there is more educated and established.

Barbara commented that "the City really wants to have diversity in its boards and committees". Jay mentioned that he had in the past volunteered for the Mayor's Blue Ribbon Committee, but had not been selected. He pointed out that in Woodburn "it took the population to reach 40%" before the city initiated an outreach program. Javier recommended that Tigard start now in order to avoid problems in the future.

In response to a panel member question, Duane commented that the City has no minority outreach position per se. Jay commented that inviting three Latinos to speak on a panel is not an outreach strategy. In developing outreach programs it would be helpful to know the level of community interest.

Jose mentioned that just having a Spanish speaking person engaged in outreach efforts is not effective. The person needs to have an intimate knowledge of the culture and to be someone the community can identify with, or, in other words, someone who looks like them. Tigard should find the "right people" and take action now in order to have fewer problems down the line.

Jay commented that Tigard is right in the cross hairs of the Spanish market. The patients at his wife's naturopathic clinic on Main Street are 50% Hispanic. He noted that a Hispanic festival with food and entertainment is a good way to facilitate communications.

Jose pointed out that Woodburn has a large migrant population as does Cornelius. Tigard and Beaverton's Hispanic populations are more permanent. Most work in the service sector. They include families with children and are more stable.

Bev asked the panel to comment on what could be done to encourage the Hispanic population to get involved in neighborhoods. She mentioned the Bonita Road neighborhood as an example. Jay commented that the people living in the concentration of apartments along Bonita form "a little Latino." He noted that at present Bonita Road lacks bus service.

Bill asked how the City can better serve and communicate with the Latino community in Tigard. The panel members offered a few ideas: an outreach letter in Spanish, bi-lingual water bills, and a City-sponsored Hispanic Week celebration.

Rick asked Jose how many people he "reaches a week". Jose responded that he reaches or counsels some 10-15 persons per week. Up to 350 attend the Spanish-language Sunday mass at St. Anthony's

Rick commented that the City needs to do more outreach. Stacie asked how the City could do a better job of outreach. Panel member suggestions included adding Spanish content to the city newsletter and webpage. Jose mentioned that his church intends to conduct a survey focusing on the spiritual needs of the parish's Hispanic members. A similar idea would be for the City to conduct a survey of service needs. He offered to add to his survey up to ten questions the City may wish to contribute. These could include quality of life questions or other topics of interest to the City.

Victor asked if it would be helpful to include Spanish language content on the City webpage. Jay commented that internet use is very high in the Spanish-speaking community and also that internet penetration in the home is very high. To be successful, the content needs to be tailored to the audience or market. Graphic and design values are important.

Jose pointed out that one reason for this high penetration is that internet use reduces long distance phone charges. Calling long distance to relatives living abroad can be very expensive. Children are the main internet users and are responsible for internet communication between families.

Victor commented that in his research into Spanish content on other municipal web pages, he found that most have no Spanish content at all. This includes Hillsboro and Cornelius, both of which have a high concentration of Spanish-speakers.

Jay commented that if the City decides to add Spanish content to the Tigard webpage, it will not be effective unless it is done from a Spanish perspective. This means that the production values need to be high in order to appeal to the Hispanic audience. In response to Victor's question regarding how to go about designing a site that would appeal to Latinos, Jay recommended using a volunteer to help with design.

Jay mentioned that another approach to outreach would be for the mayor to place a letter in the City newsletter saying that he is interested in better communications with the Hispanic community. Jose pointed out that September is a particularly appropriate time for the mayor to reach out to the community. This is because all the major holidays, including Mexican Independence Day and other Latin American independence days occur in that month and make it an important month for all Hispanics. Everyone celebrates Mexican National Day on September 15th. Altogether, 17 countries have national holidays in September. September 12th is Lady of Guadalupe remembrance day. Recognizing national heritage by including a letter or story in the City newsletter would show respect for the community. Bev commented that she liked this idea.

In addition to recognizing the contributions of Hispanics to the Tigard community, the letter should say that the mayor and Council are willing to listen to ideas on "how to make the community better" and on how to establish an "open door."

The Spanish language *El Hispanic News* [[info@elhispanicnews.com](mailto:info@elhispanicnews.com)] is a potential outlet for a press release in Spanish from the Mayor's office. A live interview on a Spanish language radio station is another idea. Other ideas include a billboard in Spanish and coordination with the school district.

Rick suggested "offering a job on the CCI" to a Hispanic person as one way of reaching out to the Tigard Hispanic community.

Stacie mentioned the importance of formulating an overall plan in deciding how to most effectively reach out to the community.

Jay mentioned that any future questions the CCI wished to direct to any of the panel members could be sent to Duane.

## **6. City Webpage Live Demonstration**

This item was postponed to the September meeting.

## **7. Other Business/Announcements/September Agenda**

The meeting adjourned at 8:45 PM.

Include Bonita into  
Include Library Hispanic info